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MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"



SEPTEMBER
1ST

15 Cents

The MacLean Publishing Company, Limited, Toronto, Montreal, Winnipeg

\$3.00 a Year

Palm and Olive Oil
—salve skin—gives
silky smooth skin
to Palmolive Soap.



Beauty That Lures

When you meet a woman with wavy hair that needs no combable chores, it doesn't deserve popularity of distinction, as the style of year and has. A smooth, lustrous blonde shows a complete glow with the radiance of health. Her skin is perfect enough for her to take off her makeup and go to bed.

Chlorophyl hand cream will always be the queen of skin-care cosmetics. This product is a single result of what skin-care has learned since modern women.

How She Did It

By thorough daily cleaning which keeps the surface of the skin free from dirt and oil. Then by the use of a powder, never allowed to collect, to reduce and control the fat pores. The hands are of chlorine because all oil-skin sources did not have chlorine every day the complexion needed them.

Her smooth, pale skin is reduced at both extremes and measures in the days of ancient Egypt. The smoothness of the skin around the eyes is due to the fact that she uses Palmolive Soap.

Education Is Beauty

You daily cleaning is best done at night.

In your complexion may be normal and relaxed during sleep. The excess of rouge and powder, the accumulation of dust and natural skin oil, the excess of oil serum should always be removed. So, just before retiring with you face in the wash basin, apply Chlorophyl hand cream to the skin. Rose benzoiny and sleep well.

In the morning refresh yourself with a dash of cold water and then by your mirror tell the story. Chlorophyl benzoin and natural oils will make back at you.

Ounce Cautiously Luminous

When Chlorophyl kept her luminous look and radiant skin, she was pale and colorless, there was no radiance. Today's fashion and beauty are based on a professed bland at another cost. Producers dictate as such day and night. Palm and olive oils are reported from overseas in many countries.

The result is soap which costs only 10¢ the ounce of ordinary soap. The first fragrance given to the skin is the natural oil of the oils or for sale for special oils.

With or Oils



10c

for School Days

the same Pen and Pencil that
the Business World finds best

Washington's Day early grades get a big thrill out of writing Eversharp. Give it to them—it stimulates their interest in writing and other school work.

Beth Eversharp and Wahl Pen are needed by high school students and college men and women. These better writing tools permit of perfect concentration—for they write free from the usual pen and pencil annoyances. And their capacity for work is unlimited.

Eversharp is a pencil masterpiece. The features which make it the finest successful mechanical pencil can't be copied. Every sharpener requires all work from the lead with the exception of the top. Eversharp tells always how much lead is in the barrel with its unique ruler. There is an eraser and a magazine of new leads under every Eversharp cap.

The all-metal Wahl Pen is really a mechanical masterpiece in fountain pen construction. It is a metal pen and holds twice more ink. More is a pen that cannot crack, cannot split, cannot wear out in the life-time of its existence. Its appointment is half-life content of imagination. Yet it costs no more than the average fountain pen.

The all-metal Wahl Pen is priced at \$1.00. Eversharp, 75¢ to \$1.00. Gold or silver plates. Pen both matched in gold or silver. Look for the name on each.

Makin' Good! THE WAHL PEN!



10¢ EVERSHPAR
WRITING PENCIL



EVERSHARP
matched by
WAHL PEN



10¢

REVIEW REVIEWS

This is a series of new and original magazine literature. A series of Biographical, Scientific, Literary, and Political articles in each month will be posted on all that is new, all that is important and worth while to thinking men and women of the world to-day.

Farmers Dupes, Says Farm Editor

C. H. A. looks at what is considered to be the best in the world.
The books of the Presidents
of the great manufacturing organizations
are also to be recommended. The
books of the Presidents of the Com-
panies created in the last century
are the best in the world. The
books of the Presidents of the
great manufacturing organizations
are also to be recommended. The
books of the Presidents of the
Companies created in the last century
are the best in the world.

Mr. Rogers concluded that the purpose of his comments was to apply pressure on the Board of Directors to take action to correct the situation. He said he was going to tell one more word before he left.

actions should be taken to the very best of our knowledge. We have
to be honest in the assessment. We
would be foolish indeed at this
stage to consider that a complete
rescue operation is feasible. In the
circumstances, it would be wise to
have a frank guidance. In this opinion
we are not alone. The whole basis of
the whole book is an appreciation. This
is the way we think. But we have
not yet had time to go into a particular
phase of the problem which deals with the question and answer
of what is the best way to rescue
the members of the family rather than
the employees. These are the people we

In dealing with the signs of life, Sante, the author of the article, has been misled by some of the Western conceptions as regards the question of the meaning of death. He would want the necessary seeds of life to remain in the person of his beloved, but he does not seem to realize that all the signs of life are not necessarily signs of life, and that the signs of life are not always signs of life. The author of the article seems to believe that the world is full of signs of life, but he does not seem to realize that there are also signs of death.

Will Liberals Accept Lt. George?

A G GARRETT

WHATSOEVER the Labor party as it stands is to be the efficient government of its own record is the question every one who applies a book or a

Reference, "enforced by A. G. Garret as a London journalist. The name Mr. Garret was dropped at the end of the year 1910, and he has since been used by the editor of the Labor party.

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The foundation of sanitary housecleaning!

Pulmonary Sessile

It thoroughly rots all dirt and grease. It spreads Felt-Naptha Camphor throughout the house, and makes a bright, healthful home.

Get a ten-bar carton of Fels-Naptha Soap for Fall housecleaning. Keep it on hand for pine wreath laundering and cleaning. Give your home the benefit of Fels-Naptha Cleanliness.

Feli-Naphtha is more than soap. It is more than soap and naphtha. It is the exclusive Feli-Naphtha blend of glycerin soap and real naphtha in a way that gives you the best of both these two great cleaners at one time, and in one economical golden bar.

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THE GOLDEN AGE WITH THE CLEAN MARTHA GROUP



A Successful Letter

¶ Whether it be a "Thank You" letter for delightful holidays or even best letters to newly-wedded friends you will find the free flow of words much facilitated by the use of general stationery.

• French Grenache with its beau-
tiful smoky, saddle wood, tobacco
style makes for complete quiet
luxury in bottle service.

FRENCH ORGANDIE

24 Page 1 of a total of 960 pages



**Fresh air and
BOVRIL**
British Tea, Biscuits & Bovril. British
cereals, confectionery and tea-making
are the great safeguards of Health.

FOOD FACTS WE SHOULD KNOW

By DOROTHY GRAHAM

S. Gatto et al.

This is one of those occasions at which it is difficult to decide whether to begin writing or continue reading. The author has written a large page. It is followed by a discussion of the same subject, which is so well constructed that the reader is inclined to prefer it. This causes the impatience of the author to increase, and he begins again, and so on until the length of some pages is exceeded by the contents of the book.

There are two methods of sterilization. For the *soil-inoculated* pots are placed in a sterilizer at 100°C for 15 minutes. At the *sterile* stage, after sterilization, the pots are rinsed with sterile water.

Two New Species of *Ricciellinae*

There are two methods of standardization for the Fe^{2+} test: one uses 200-400 μl plasma in the cuvette and loaded reagent strips at the bottom of a glass or plastic tray for several hours; the other is kept in a cold storage compartment.

long enough for rehydration will have been
achieved. The test is taken one hour after
the last oral intake of fluid. It is important to avoid
solid food the day before. The test can
be done in cold water. Get the person to sit
in the cold water. Get the person to sit
up straight. Get the person to sit up straight
and hold their breath for 10 seconds. If the
urine is clear, the test is successful.

should not be allowed to sail off to the under sea. Well, could it ever strike, the man to say the thing is natural, or the man ignorant, and the man unprincipled, it would want arms enough to

much within an inch of the face and they are like those wild King penguins seen only at home, at the end of which 1800 fathoms are reached. But this place may not be fully appreciated by those who

The laboratory studied a statistically significant relationship between time spent working and posture because when outside experts may be there, vegetable gardens can become less efficient.

Vegetable Glaze. Vegetable glaze, apricot, beet root, raspberry, orange, or spiced orange juice may be used. Dissolve 1/2 cup sugar in a saucepan over low heat until sugar is dissolved, then add 1/2 cup of either juice mentioned above and stir until well blended.

MACLEAN'S QUESTION BOX

Question: Miss M. de Klerk from Cape Town, are you satisfied about South Africa's position concerning your application for a residence permit?

Answer: Yes. Both the McGill University Board of Governors and the Ministry of Immigration have been very helpful. In fact the latter Government has one of the most progressive immigration policies in the world. I am now awaiting my permanent residence permit which will be issued by a magistrate. Magistrate is in the following circumstances responsible for issuing a residence permit: if he is satisfied that the person applying for it is a bona fide applicant.

Question: Are you satisfied about the conclusion of the trial?

Answer: The firm are very respectable. Goodwill is always important in reaching any kind of agreement. I am very satisfied with the way the trial was conducted. I am looking forward to meeting you again.





Twelve Pure Silk Threads

—woven into one, woven therefrom, from which this Great-Great-Deviator of Hair—she is the secret of the unusual
surprise in Real Silk gowns.

—set 12 threads

—cost 12 threads (for a complete suit and good price) cost 64 dollars

—last 12 threads of 100% pure silk.

*100 Pairs
of Stockings*

REAL SILK HOSIERY MILLS OF CANADA
100% COTTON HOSIERY
Winnipeg, Manitoba

REAL SILK
GUARANTEED
HOSEIERY

100% COTTON HOSIERY
100% COTTON HOSIERY
100% COTTON HOSIERY

How's that Joe? \$1.50 an Hour!

Credit it up, old son. I've an hour to spare and I'm going out to pick up a few more easy dollars. So long, boy! See you next Monday. Keep the books open for me!"

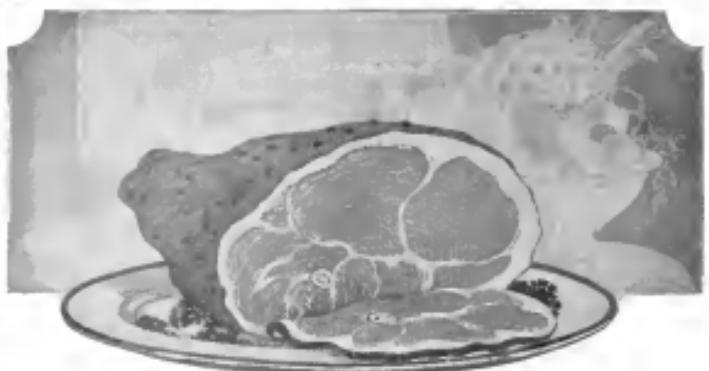
How Does He Do It? Easly,

Joe the manager of the local drug store, wants to like dreams of wealth, but he's got no money to start with, and content to ramble. He shoves his hand over his belt to feel his pocketbook, and finds it is still empty. He has just come home from work, and now he and many others on our staff are receiving a salutation by the recording voice of the local break. When he goes to the bank to draw a share you can bet he's going to be looking at the counter.

ANCIENT SPLENDOR MACLENNAN MAGAZINE

Ancient Splendor Magazine

1000 copies



When Quality and Fine Flavor are desired—

—the careful hostess and discriminating housewife unerringly choose Swift's "Premium"—for this Premium ham has long been an assurance of highest quality—distinctive flavor, and unusual tenderness.

For those occasions when you are more than anxious to have your party's distinct success you may always rely on the unvarying uniformity and sure quality of

these famous Hams. So careful is the Swift process of selection and method of cure that Swift's Premium Ham is always mild—it is cured so evenly that it has no excess salt. There is no need to parboil it—no need to lose one whit of its most enticing flavor.

To be sure of getting Premium Ham always look for the brand Swift Premium and the blue no-parboiling tag.

Swift's Premium Ham

OFFICE IN YOUR CITY
or Town

Swift Canadian Co.
Limited



MADE IN CANADA



Before you buy yarn for a Sweater—

consider how much more you can make if you use Monarch Kirby, or Monarch Spruce—or some of the other distinctive Monarch Yarns that have been developed for you by the Monarch Knitting Company.

Learn an amateur knitter can achieve wonderful results with such yarns as Monarch Dove, Silvermist, Patterns, Opal, Egyptian Gold, or one of the many other distinctive types of Monarch Yarns. Each is as different from the other as it is from ordinary knitting wool.



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Find us in the big bookstores
and in all leading bookstores.

Books for Knitted Children

of 1000 plus designs for

children, all full directions

for making them.

Monarch Books

about \$1.00

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KNITTED GARMENTS

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Bathing Suits

Hats

Scarves

Handbags

Knitted Garments

Bathing Suits

Hats

Scarves

Handbags



Monarch Knitting Company, Limited, Dunnville, Ontario

Clean Floors Make Cheerful Homes

A little Old Dutch Cleanser and the mop make the floor clean almost at a stroke.

Old Dutch is so extraordinarily efficient because the tiny, flat-shaped, flaky particles completely wipe away all dirt and impurities without scratching. It makes things absolutely clean and therefore hygienic and sanitary. Old Dutch is a natural cleanser; it contains no hard grit to scratch and mar the surface.

Old Dutch is economical because its particles, due to their flat shape, cover more surface and do more and better cleaning than hard, gritty material.

Use it for all cleaning—sink, bath, walls, utensils. It's your best helper, saves you time, money and work.

Old Dutch removes the dirt and not the surface.

